09/11/2012 4:10 PM 09/11/2012 4:08 PM Printed: Last Received: Traffic Order# Status New Ver# 1 7902799 Rep Order# EC'd Yes

Showing Buylines: All Lines

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( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE 816 Sales Office ( ALEXANDRIA, VA 22314 Salesperson ( Agency

( ) NRCC-NATL REPUB CONG NRCC IE 2012

Advertiser Estimate#

Station Product KRISTY KOVATCH

Phone# Buyer Fax#

3160

KSL-TV SALT LAKE CITY

10/19/2012 - 10/25/2012 ALEXANDRIA, VA 22314 /P1/P2/E 155/426/3160 Agency C/P1/P2/E Hiatus Weeks Flight Dates

) WASHINGTON ) JAMIE ANDRUS

202-872-1155 Salesperson Phone# Salesperson FAX#

## -- CONTRACT COMMENT --

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAIZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Total Spots	  -  -	4	н	<b>ט</b>	ī	П	4,	п
Rate	\$75.00	\$75.00	\$225.00	\$225.00	\$300.00	\$240.00	\$240.00	\$185.00
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Dates	10/19-10/19	10/22-10/25	10/19-10/19	10/22-10/25	10/21-10/21	10/19-10/19	10/22-10/25	10/21-10/21
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ram	KSL 5 NW IDY 1	KSL 5 NW TDY 1 ne Comment: 1/F	KSL 5 NWS-NOON<	KSL 5 NWS-NOON<	MEET PRESS-SUN	TODAY SHW2	TODAY SHW2 ne Comment: 1,	SUN TODAY-NBC
Program	KSL	KSL 5 NW TDY 1 Buyline Comment: 1/DAY	KSL	KSL 5 NWS-NOON< Buyline Comment: 1/DAY	MEET	TODA	TODAY SHW2 Buyline Comment: 1/DAY	SUNS
Day	E . 0		년 8	n!	su 1.9	FE FE	M-TH 1.4	su 1.0
In	1 F Rating: 0.7	2 M-IH Rating: 0.7	6 F Rating: 1.8	7 M-TI Rating: 1.8	ll Rating:	12 Ratíng:	13 Rating:	17 SU Rating: 1.0

			Total Spots	-	н	Ą		н	н	н	н	н	н	н	н	-
2 of 3	) WASHINGTON ) JAMIE ANDRUS	202-872-1155	Rate	!	\$425.00	\$425.00		\$225.00	\$800.00	\$800.00	\$800.00	\$1,400.00	\$950.00	\$950.00	\$1,800.00	\$2,600.00
09/11/2012 4:00 PM 09/11/2012 4:08 PM nes	Rep Firm Sales Office ( ) WA Salesperson ( ) JAM Salesperson Phone# 2( Salesperson FAX#	Spots/Week		1	4,		1	1	п	н	ч	н	н	п	1	
Printed: 09/11 Last Received: 09/11 Showing Buylines: All Lines		SS	Dates		10/19-10/19	10/22-10/25		10/21-10/21	10/19-10/19	10/23-10/23	10/21-10/21	10/19-10/19	10/22-10/22	10/24-10/24	10/20-10/20	10/21-10/21
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Traffic Order#	SLATI SLATI EXANI	.ir.ir.zie. ites 10/19/2012 - 10/25/2012 'eeks	Time		6A-7A	6A-7A		4P-430P	1035P-1137P	1035P-1137P	5P-615P	9P-10P	7A-8A	7A-8A	10P-1035P	10P-1035P
Tra	Agency	Agency C/F1/I Flight Dates Hiatus Weeks														
Rep Order# 7902799 Ver# 1 Status New EC'd Yes	KS iser t te#	KRISTY KOVATCH	Program		KSL 5 NW TDY 2	KSL 5 NW IDY 2	Buyline Comment: 1/DAY	SU 4P NWS	TONITE SHW-NBC<	TONITE SHW-NBC<	FTBL NITE AWR	DATEINE FR-NBC	TODAY SHW	TODAY SHW	KSL 5 NWS-10	KSL 5 NWS-10<
		Buyer KRIST Phone#	La Day		18 Rating: 2.1	19 M-TH	₹ • •	23 SU Rating: 1.1	24 F Rating: 3.2	25 TU Rating: 3.2	26 sU Rating: 3.0	27 F Rating: 4.6	28 Rating: 2.8	29 W Rating: 2.8	30 SA Rating: 5.0	31 Rating: 5.9

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3 of	) WASHINGTON ) JAMIE ANDRUS	872-1155	Rate	
	) WASH	202	Week	
09/11/2012 4:10 PM 09/11/2012 4:08 PM mes		Salesperson Phone# 202-872-1155 Salesperson FAX#	Spots/Week	
Printed: 09/ Last Received: 09/ Showing Buylines: All Lines	) NATIONAL MEDIA RESEARCH PLANNING Rep Firm LATERS LANE KANDRIA, VA 22314 Salesperson (JE 155/426/3160		Dates	
I Showin	. MEDIA RESE E 22314 5/3160	10/19/2012 - 10/25/2012	Len	-
Order#	( ) NATIONAL M 815 SLATERS LANE ALEXANDRIA, VA 2' PI/P2/E 155/426/3	10/19/201;	Time	1 
Traffic Ore	Agency ( ) NATIONAL MEDIA R 815 SLATERS LANE ALEXANDRIA, VA 22314 Agency CP1/P2/E 155/426/3160	Flight Dates Hiatus Weeks		
Ver# 1 Status New				
#	REPUB			!
	Station KSL-TV SALT LAKE CITY Advertiser ( ) NRCC-NATL REPUB CONG Product NRCC IE 2012 Estimate# 3160	Y KOVATCH	Program	
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Rep Order# 7902799 EC'd Yes	tation dvertiser roduct stimate#	uyer hone# ax#	In D	
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CABL

\$78,175

Market Totals

null RA35+

Books

Sales Totals: 31 / \$15,635.00
Station Totals: 31 / \$15,635.00
Lines not sent/xcld/rtrn: 0 / \$0.00
—COMPETITIVE—

Oct 12: 31 / \$15,635.00

-SALES MONTHLY TOTALS-

Report Totals: 31 / \$15,635.00

--REPORT TOTALS-